

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting
Meeting Minutes: Thursday,
January 23, 2014*

Lake Park Community Center

Attendees: John Box, Sandy Coughlin, Doug Lucas and Chris Yeager

Absent: Sharon Williams

Guests: Kendall Spence, Mark Phillips

Call to order & Prayer

Sandy called the meeting to order at 6:30 pm and Kendall offered a reflection.

Minutes, Announcements & Finance

January 16, 2014 meeting minutes were distributed, read and approved. Sandy will email to Mark for the.gov website.

December 31 budget balance is \$3981.72, unchanged since January 16. There are gift certificates unredeemed for Skeeters, and Streamworks Media. The certificates are to encourage businesses to get acquainted with Lake Park's professional community. Kendall will return the undelivered Cemex certificate to the Village Clerk to mail.

Council Comment

- a. Chris Yeager's January 14 appointment was acknowledged.
- b. Kendall was presented with a certificate honoring his 7-year service as a founding member of the EDC and wished well for his future plans. The event was celebrated with light snacks.
- c. Kendall acknowledged that Oakmont Homes would prefer to pick up the build of 10 townhome units without adding garages. Garages that were omitted at some of the newer townhome lots when sewer easement became an obstacle to those specific lots. That obstacle, and therefore, that waiver, does not apply to the remaining vacant lots, where the current permit includes garages.

Public Comment - None

Commissioner Comment

- a. Sandy expressed sympathy to John on behalf of all the commissioners for his mother's death in December.
- b. Arising from the January 16 minutes, John noted that Nov 2 to mid January is relatively brief to accurately project sales volume for a new business. He has encouraged Nicole Bouchard to not be too hastily discouraged. She has seen improved sales in the last week.

One early bakery backer reneged, and without a replacement the launch is a financial challenge.

New Business: Village Development Strategic Goals

A. Commercial Enhancements

As soon as the village attorney's immediate attention to legal matters arising from the breach of the Covenant Waste contract subsides, Mayor Spence will pursue the sidewalk easement procedure necessary to pursue the hardscape enhancements. John advised that the Town Center owner, V T Management LLC, is already committed to expenditures for interior update projects, and may not be able to participate beyond reviewing and possible approval of the project. Doug presented a birds eye view to scale and will bring elevation views, material color charts and quotes on February 20. To apply EDC 2013-2014 funding, the proposal needs to be ready for review by V T Management and Village Council by March 1.

Kendall will also follow up with attorney Ken Swain regarding the easement procedure and will supply the Volodko bench re-install quotes.

B. Town Center Leasing Update

John Box reported that plans are being discussed for Grey Insurance to move into the Greyson Steele space and for Prism Properties' expansion into the space Grey currently occupies. Mr. Konarzewski has not removed the window displays, nor had any news about progress in finding a new tenant.

Old Business:

A. **Signage:** Reminder to John that Skeeter's blades need to be added to the freestanding directional street signs and Fashion Crew blades removed.

B. **mylakepark.com commercial website**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31	69	45	51	49	32	43
2014	68											

Sandy shared statistics on the 85-95% new hit history on this site, visits average over 2 minutes each. Chris commented that was a strong indicator for site development. Sandy acknowledged that several new businesses are not yet linked yet. Chris suggested this might be economically updated by a college intern and will look into locating a capable student and report February 20. Mark suggested that former Lake Park deputy Bernie Young may have some web skills to offer and Mark will contact him.

NOTE: in Jan: 63 were unique visitors, 204 pageviews (averaging 3 pages and 1:37 min. per visit).

"Unique" : Not duplicated (counted only once) in the month. 88.2% are unique, 11.8% are returning people.

C. 2014 Event Planning

John advised that the EDC can pursue two goals for upcoming events 1) to generate traffic to the businesses and 2) to bring value-added speakers to assist professional leader development.

1. **Cruise In:** Sandy reminded of Sharon's advice that the EDC visit similar events before organizing one. A Business Family Day event is more probable for 2014.

Sandy will ask her to bring the proposal February 20.

2. **Earth Day Event:** John made a motion that the EDC fund the \$25 booth fee for those Lake Park businesses that want to participate at the April 5 event. Doug seconded the motion. Vote was 4-0 in favor. Sandy will get more information to the business leaders.

3. **Dawn Gaddy Benefit:** Sharon sent word that the benefit had a good start on Sunday January 19. Jewelry items and raffle tickets on both a women's and a men's spa basket are still available.

4. **Rob Quillen:** Sandy will bring a proposal to the February meeting on a potential May or October community event involving the author of "Why Wait - Fulfilling Dreams From Tragedy".

5. **Concert:** John Box will bring a proposal on a potential concert in the park.

Communication & Events Calendar & Kiosk

Email or phone news items to Sandy before the February 14 *Lake Park Villager* deadline.
The issue can be on www.lakeparknc.gov by the 2/21 and in homes by 2/25.

Next Meetings

Thursday, February 20, 2014 6:30 pm at Community Center

Hot Topic: Proposal for Commercial Core Hardscape Improvements

Thursday, March 20, 2014 6:30 pm at Community Center

Adjourned by consensus at 7:40 pm.